S . S. Kresge Store No. 20 1938; 1955 addition (Drug Fair)
119-123 W. Lexington Street; 116-120 Liberty Street
Private

The Lexington Street/Park Avenue section of the S. S. Kresge Company Store No. 20 is a fine example of the Art Deco or Modernistic style. The geometric decorative elements are balanced by the sweeping curve of the facade and the subsidiary curves of the plate glass windows flanking the entrance. The building also is covered in white glazed terra cotta panels, a surface treatment common in the style. The window bays are highly organized, with green terra cotta spandrels separating the floor levels. The curving corner was a favorite motif of the later Art Deco movement.

Survey No. B-2321

# Maryland Historical Trust State Historic Sites Inventory Form

Magi No. 0423215811

DOE \_yes \_x no

1. Nam	e (indicate	preferred name)			
historic S.S	S. Kresge Store	No. 20 (preferred)	× 0 %		
and/or common	Drug Fair				
2. Loca	ation				
street & number	119-123 W. Lex	ington Street; 116-12	20 Liberty St	not for publication	
	altimore	vicinity of	congressional district	3rd	
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3. Clas	sification				
Category  district _x_ building(s) structure site _ object	Ownership public both Public Acquisition in process being considere not applicab	_x_ yes: restricted ed yes: unrestricted	entertainment government	museum park private residence religious scientific transportation other:	
name street & number	Lexington Park A		Hicks & Rotner Associ telephone no		
city, town	Lutherville	stat	e and zip code Mary	rland 21093	
5. Loca	ation of Le	gal Descript	250		
courthouse, regi	stry of deeds, etc.	Baltimore City Cour	thouse	liber SEB 300	
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city, town		Baltimore	state	Maryland	
6. Rep	resentatio	n in Existing	Historical Surv	eys	
title	Baltimore Neighl	oorhood Survey			
date	1976		federal stat	e county _x loca	
depository for su	urvey records Comm	nission for Historica	l and Architectural I	Preservation	
city, town	Bal	timore	state	Maryland	

# 7. Description Survey No. B-2321 Condition Check one Shock one

Condition excellent	deteriorated	Check one unaltered	Check one _X_ original site	
X_ good fair	ruins unexposed	_x_ altered	moved date of move	

Prepare both a summary paragraph and a general description of the resource and its various elements as it exists today.

#### SUMMARY

The S.S. Kresge 5 & 10¢ Store (Drug Fair) is comprised of a three story 1938 commercial building with a curving facade on the southeast corner of West Lexington Street and Park Avenue and a 1955 two-story addition with a facade on the west side of Liberty Street in central Baltimore, Maryland. The Lexington Street section has a glazed terra cotta and glass facade with Art Deco geometric motifs. The original Kresge signs have been removed and the modern Drug Fair logo and colors now predominate. The Liberty Street facade of brick and glass block is virtually unchanged except for the removal of the Kresge sign.

#### General Description:

Lexington Street section: The three-story building is basically rectangular in plan with a long west elevation on Park Avenue and a short north elevation on West Lexington Street. The corner curves in a streamlined manner with a main entrance on the curve. A second entrance on the north side originally led to a stairway to the basement sales area. The stairway is now closed off and the entrance gives access only to the main floor. Most of the wall surface on the north elevation and the corner arc is plate glass on a green marble paneled base with geometric patterned aluminum frames. The windows flanking the recessed entrances are bowed. The glass and aluminum doors formerly had push bars with the name "Kresge's" which were removed along with all other Kresge's identification in 1984 when the building was sold.

The west elevation continues the plate glass from the corner on part of the first floor, changing to terra cotta piers alternating with plate glass windows. Near the southwest corner of the building is a service entrance, set back from the street. The terra cotta panels curve around the door jambs and a red bakelite panel is located above the doorway. This was originally a second entrance to the lower floor and opens into an areaway with pink marble paneled walls and stairway. It is now used as storage and access to the upper floors and basement.

The upper facade of the Lexington Street section is faced with white glazed terra cotta panels framing the window bays which are offset by green glazed terra cotta panels. The north elevation has two bays and the west elevation has eight. At the corner is a large single bay with industrial windows above an illuminated clock. Below the clock is a panel where the original Kresge's sign was located. It is now filled in with the Drug Fair logo. Below the panel and extending along the spandrel between the first and second floors is a strip of red bakelite on which the complete name of the store was lettered, along with a large "5 and 10" over the corner curve. Smaller drug store logos are positioned on the bakelite on each elevation.

(continue, please)

### 8. Significance

Survey No. B-2321

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Prepare both a summary paragraph of significance and a general statement of history and support.

#### SUMMARY:

The Lexington Street/Park Avenue section of the S.S. Kresge Company Store No. 20 is a fine example of the Art Deco or Modernistic style. The geometric decorative elements are balanced by the sweeping curve of the facade and the subsidiary curves of the plate glass windows flanking the entrance. The building also is covered in white glazed terra cotta panels, a surface treatment common in the style. The window bays are highly organized, with green terra cotta spandrels separating the floor levels. The curving corner was a favorite motif of the later Art Deco movement.

The S. S. Kresge 5 and 10¢ Store began in the late 1890's with stores in the Detroit area. By the early 20th century, the chain had expanded to about 20 stores and was quickly approaching the sales volume of the perennial leader in variety store sales, F.W. Woolworth Company. Kresge Store No. 20 in Baltimore opened in 1909 at 221 West Lexington Street, where it remained for two years.

In 1911, the Kresge Store moved to 113-117 West Lexington Street, occupying a late 19th century storefront building. No photographs or drawings of the original Kresge's building have yet been located. It is probable that the building resembled other commercial structures of the period which still exist in altered forms on the 100 through 300 blocks of West Lexington Street.

In early 1938, plans for a new, expanded store were announced. The corner property at Park Avenue and Lexington was acquired and the new building was designed to include 119-123 West Lexington. The store was possibly designed by Kresge's staff architects, but no specific names of designers have been discovered for the original section. The Depression caused a nation-wide decline in building activity, resulting in large corporations forming their own design divisions, drawing on the well-trained but often under-employed field of architects in the 1930's. (The K-Mart Corporation, successor to S.S. Kresge & Company, was unable to provide any historical information on

(continue, please)

# **Major Bibliographical References**

Survey No. B-2321

Baltimore American, Jan. 9, 1938

Baltimore Sun, Dec. 4, 1954; Nov. 19, 1955

Cucchiella, Sherry, Baltimore Deco.

Hicks & Rotner Associates, Inc.: 1955 floor plans Spilos, Steve. The S. S. Kresge Story. Racone Wisconsin: Western Publishing Co.



#### **Geographical Data** 10.

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The Maryland Historic Sites Inventory was officially created by an Act of the Maryland Legislature to be found in the Annotated Code of Maryland, Article 41, Section 181 KA, 1974 supplement. The table of the first of the first

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The survey and inventory are being prepared for information and record purposes only and do not constitute any infringement of individual property rights.

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city or town

Maryland Historical Trust

Shaw House

21 State Circle

Annapolis, Maryland 21401

(301) 269-2438

 Description, cont'd. Page 2

Art Deco details are apparent in the shallow incised and elongated lines of the terra cotta panels. The piers between the window bays are fluted, as are the framing tiles of the sign panel at the corner. Above the windows are horizontal lines repeating and emphasizing the streamlined plane of the entire facade. In place of a cornice, the terra cotta panels terminate in a shallow band of geometric molding.

Liberty Street Section: The entire facade is buff paneled brick with a central entrance. Above the entrance is a ribbon window formed of glass block separated by concrete columns. The roof is flat. A new red domed awning shades the entrance, which has plate glass windows on each side of the glass and aluminum doors. When built in 1955, a stairway led down to the basement sales floor from just inside the doors. Aluminum railings in a streamlined Art Deco curve are still in place at the entrance and in the closed-off basement.

The interior of the Kresge's building is occupied only on the first floor and basement levels of the Lexington Street section. The first floor, now used as the public area of the Drug Fair store, retains shallowly curved and fluted moldings on the interior piers and ceiling. The lighting, paint, and store fixtures are new. The internal signage employs elongated curved lines which are in keeping with the general lines of the exterior style. The second and third floors are currently unoccupied. The second floor was designed for offices, storage, and food preparation rooms. The offices were located at the north end of the building overlooking Lexington Street and still contain a safe marked with the store name. The kitchen area had a separate room for the making of doughnuts. The third floor was given over almost entirely to stock storage.

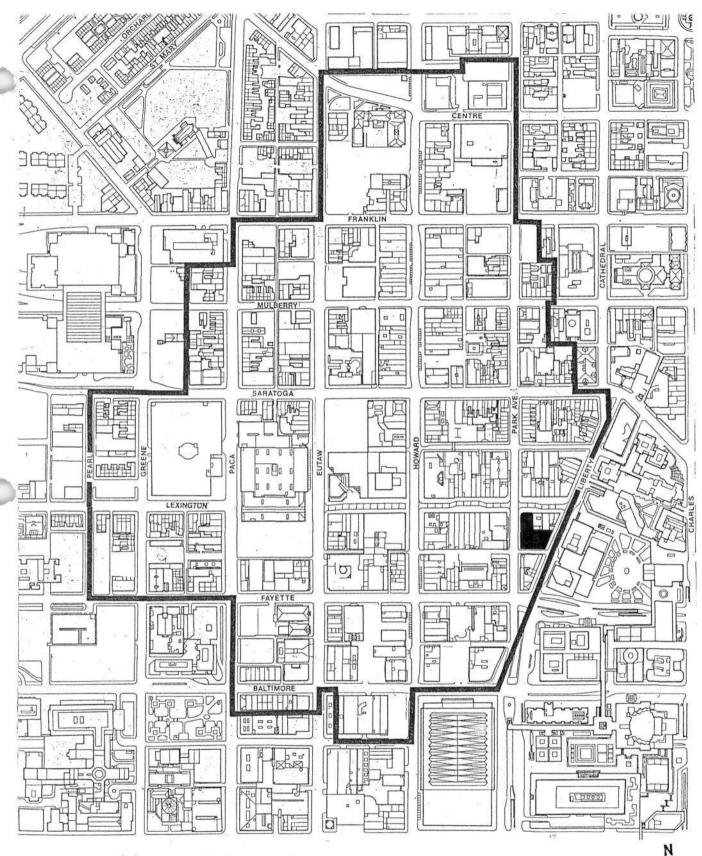
The Liberty Street section is reached by a door near the rear of the drug store. This door is not open for public use, but plans for the lease of the Liberty Street section could possibly include an enlarged connecting door for public access to both sections. The first floor of the Liberty Street section, when built, contained the expanded lunch counter and additional sales areas. The second floor was entirely stock storage, space.

Significance, cont'd.
 Page 2

store design in the 1930's, other than that found in <u>The S.S. Kresge Story</u>). The design of Store No. 20 is evidence of a high level of competence in what was in the late 1930's a popular style for commercial buildings.

A Baltimore American article in 1938 emphasized the convenience to the shopper of the new building, including air conditioning, a luncheonette, and a beauty salon. The store served these functions well for the World War II period, but in the early 1950's, business in the central city was in decline as the suburbs expanded and regional and neighborhood shopping centers were erected. In an effort to counter these developments, an addition to the Kresge Store was planned to be built in 1955 facing Liberty Street and adjoining the original section at its southeast corner. The buildings at 116, 118, and 120 Liberty Street were demolished. The addition was the work of Kresge's staff architects under the direction of Emil G. Jehle. The light colored brick, glass block, and ribbon windows represent the mainstream of commercial architectural design in the mid-1950's, just as the original section did for its time. The addition doubled the store's floor space to 53,000 square feet, expanding the lunch counter area and the beauty salon, and incorporating a half-mile of counter space, a new snack bar, and two levels of sales rooms.

In 1977, S. S. Kresge and Company changed its name to K mart Corporation. Kresge's Store No. 20 continued in business at 119-123 West Lexington Street until 1984 when the store closed and the building was sold to a limited partnership. Gray-Drug Fair leased the original section and opened a drug store in early 1985. Prior to the renovation by Drug Fair, the Art Deco Society of Baltimore and the City Salvage Depot removed certain fixtures which were considered typical of the original Art Deco style. These included the door push bars with the Kresge name, the neon signs from both entrances, portions of aluminum stair railings, and marble interior panels.



Baltimore Metrocenter Survey Market Center S.S. Kresge Store No. 20 119-123 West Lexington Street B-2321



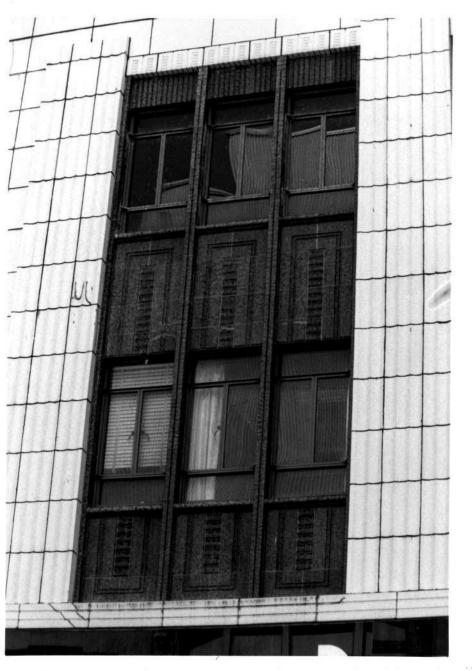
S.S. Kresge 5 & 10¢ Store B-2321 119-123 West Lexington Street Market Center - Metrocenter Survey Baltimore (City), Maryland Photo: Janet Davis September 1985 Neg. loc.: Maryland Historical Trust Northwest corner view 1/6



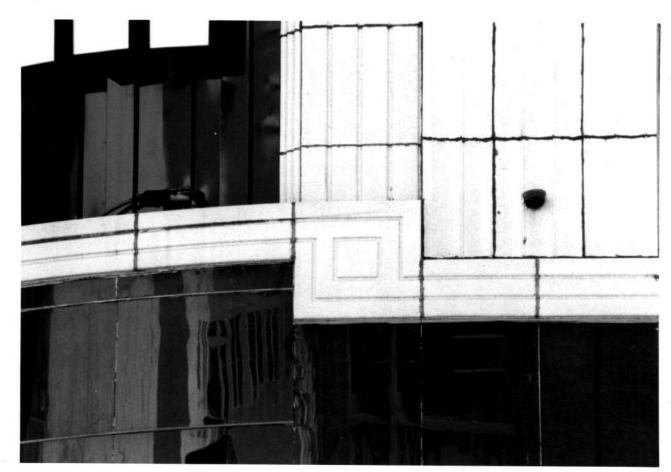
S.S. Kresge 5 & 10¢ Store B-2321 119-123 West Lexington Street Market Center - Metrocenter Survey Baltimore (City), Maryland Photo: Janet Davis September 1985 Neg. loc.: Maryland Historical Trust Park Ave. entrance detail 2/6



S.S. Kresge 5 & 10¢ Store B-2321 119-123 West Lexington Street Market Center - Metrocenter Survey Baltimore (City), Maryland Photo: Janet Davis September 1985 Neg. loc.: Maryland Historical Trust Detail, second story corner 3/6



S.S. Kresge 5 & 10¢ Store B-2321
119-123 West Lexington Street
Market Center - Metrocenter Survey
Baltimore (City), Maryland
Photo: Janet Davis
Septbmer 1985
Neg. loc.: Maryland Historical Trust
Detail, second story bay
4/6



S.S. Kresge 5 & 10¢ Store B-2321 119-123 West Lexington Street Market Center - Metrocenter Survey Baltimore (City), Maryland Photo: Janet Davis September 1985 Neg. loc.: Maryland Historical Trust Detail, terra cotta tile 5/6



S.S.Kresge 5 & 10¢ Store 3-2321
119-123 West Lexington Street
Market Center - Metrocenter Survey
Baltimore (City), Maryland
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Neg. loc.: Maryland Historical Trust
Park Avenue entrance
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### MARYLAND HISTORICAL TRUST

B-2321

MAGI #0423215811

# INVENTORY FORM FOR STATE HISTORIC SITES SURVEY

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DESCRIBE THE PRESENT AND ORIGINAL (IF KNOWN) PHYSICAL APPEARANCE

This store, dating from the later '30s, is three stories high, two bays wide on the north side. one on the rounded northwest corner, and eight on the east side.

On the first story's west side are eight bays of sheet glass windows which are placed in flat arches. Flat stone pilasters separate these windows. On the northwest corner is a chamfered entrance containing four glass doors, above which is a tripartite sheet glass transom. On the north side is another entrance with four glass doors and transom. Above the first story is a projecting cornice which projects slightly further over the northwest entrance.

Above the cornice is a frieze sheathed in polished, red-painted metal, bearing the name of the store. Over the northwest entrance of the store, above the frieze, is a rectangular area containing glass bricks, over which Kresge's is spelled in yellow letters.

Second and third story windows are grouped three to a bay between two story-high flat, fluted pilasters. The windows are double casement with one piece transoms and underlights. Between the first and second story windows is a decorative green stone panel with horizontal fluting contained within U-shaped incisions. This is repeated between the second and third story, but here the incisions are inverted. Above the third story windows are fluted, flat arched lintels of green stone. Five rows of horizontal incisions appear over each third story window. The building is capped by a parapet.

STATEMENT OF SIGNIFICANCE

A good example of later 1930's Deco-inspired commercial architectures

### 9 MAJOR BIBLIOGRAPHICAL REFERENCES

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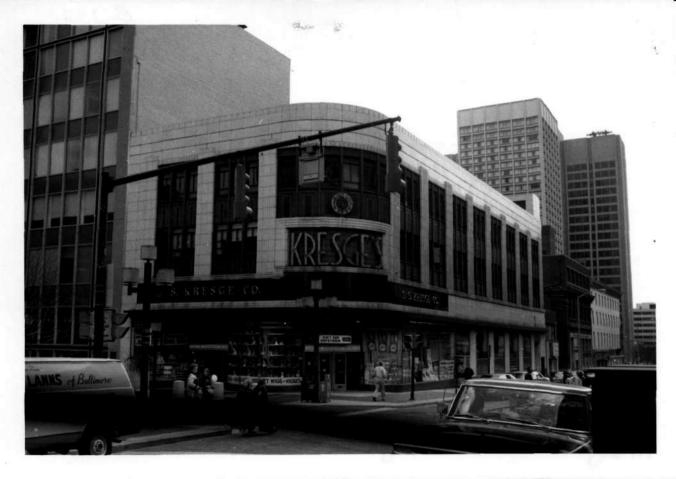
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BLOCK 621 117-123 W. Lex. Kresge's

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